

motivation type	description	example
attitude motivation (intrinsic)	People with attitude motivation love being positive. They actively seek out activities that help them do that.	Asking a client to journal about their treatment plan wins is an effective way to help clients focus on the positive and celebrate small wins.
<u>achievement motivation</u> (intrinsic)	People who are motivated by achievement have a desire to perform well and want to feel accomplished.	Those with high intrinsic exercise motivation take esteem from the act of sticking with their plan and showing up every day.
creative motivation (intrinsic)	This motivation gets its fuel from freedom of expression and room to play.	A client motivated by creativity might respond better to a nutritional meal plan that gives them more options around how they reach their weekly goals.
incentive motivation (extrinsic)	This category is centered around external rewards. People motivated by incentives complete activities to get something.	Clients who observe tangible progress on their weight loss motivation will be more motivated to continue following their plan.
fear motivation (extrinsic)	Those with fear motivation take action because they are trying to avoid an undesirable outcome.	For a patient not compliant with medication, tapping into the fear of an adverse health outcome might help. Approach this with caution, as fear can bring up negative emotions that <u>blur the intended message</u> .
social motivation (extrinsic)	Social motivation is about wanting to be accepted. It ties into caring what others think of you.	A client inclined towards social motivation may be more likely to stick with a plan that includes group meetings where they can connect with like-minded people for mutual support. <u>Helping others</u> is also a pathway for “creating more personal joy and improving overall health.”